

With an alternative paper there's another voice—
an alternative voice—for the community to
partake of. With the consolidation of mass
media today by vast corporate interest, these independent
voices are all the more necessary if real knowledge and
accurate information is to flourish. Without them, the world
would be a poorer place.









—STEVE MOSS, FOUNDER
(1948-2005)

NMG New Times Media Group

NEW TIMES + SUN + MENUS + GET OUTSIDE + MY805TIX + DIGITAL ADVERTISING

EST. 1986

Print

<input type="checkbox"/>			Local news, arts, and entertainment weekly newspaper covering San Luis Obispo County published every Thursday
<input type="checkbox"/>			Local news, arts, and entertainment weekly newspaper covering Northern Santa Barbara County published every Thursday
<input type="checkbox"/>			The Central Coast guide to all things food and drink covering both San Luis Obispo and Northern Santa Barbara Counties
<input type="checkbox"/>			The Central Coast guide to all things outside covering both San Luis Obispo and Northern Santa Barbara Counties

Ticketing

<input type="checkbox"/>			Online ticketing portal and media support dedicated exclusively to Central Coast events
--------------------------	---	---	---

Additional print

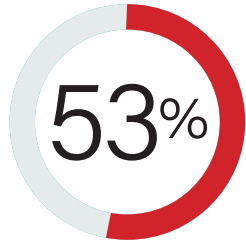
<input type="checkbox"/>	FRONT COVER STICKY NOTES
	Get your message on the front cover of <i>New Times</i> and the <i>Sun</i>
<input type="checkbox"/>	INSERTS
	Insert your postcard, flyer or multipage inserts into <i>New Times</i> and the <i>Sun</i>
<input type="checkbox"/>	CLASSIFIEDS
	Largest reach on the Central Coast for your real estate, business services, employment, and legal notice advertising
<input type="checkbox"/>	SHOP LOCAL (SUN)
	Full color back page placement every week to promote your business

Digital

<input type="checkbox"/>	WEBSITE ADS
	NewTimesSLO.com and SantaMariaSun.com
	E-NEWSLETTERS
	Your opportunity for the premium spots on our five weekly e-newsletters
<input type="checkbox"/>	My805Tix TICKET WIRE
<input type="checkbox"/>	New Times NEWS WIRE
<input type="checkbox"/>	Sun NEWS WIRE
<input type="checkbox"/>	New Times EVENTS WIRE
<input type="checkbox"/>	Sun EVENTS WIRE

LARGEST REACH ON THE CENTRAL COAST

READERSHIP



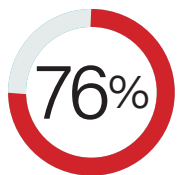
Percent of *New Times* readers who refer to their copy 1-3 times
77,500 (Pass Along Rate 3.1)



Percent of *Sun* readers who refer to their copy 1-3 times
33,600 (Pass Along Rate 2.8)

EDUCATION

Percent of readers with college or advanced degree



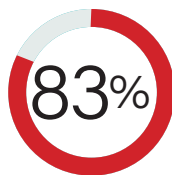
NEW TIMES



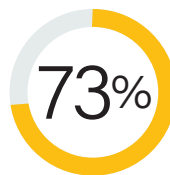
SUN

HOUSE OWNERS

Percent of readers who own their home



NEW TIMES



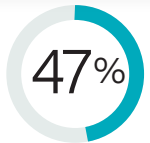
SUN

ACTIVITIES

Percent of *New Times* and *Sun* readers who ...



... prefer to shop at locally-owned businesses



... dine in or get take out from restaurants 1-3 times a week

WEBSITE STATS

NewTimesSLO.COM - Sessions 59K • New Users 44K • Page views 102K

SantaMariaSUN.COM - Sessions 19K • New Users 16K • Page views 24K

Website statistics reflect monthly average audience overview for 2021.

Results provided by Google Analytics. Additional report information available upon request.

E-NEWSLETTERS

(SUBSCRIBER NUMBERS AS OF JANUARY 2024)

New Times NEWS WIRE (approx. 16K subscribers) • **New Times EVENT WIRE** (approx. 16K subscribers)

Sun NEWS WIRE (approx. 12K subscribers) • **Sun EVENT WIRE** (approx. 12K subscribers)

My805Tix TICKET WIRE (approx. 56K subscribers)

NEW TIMES
TOTAL DISTRIBUTION 25,000

SUN
TOTAL DISTRIBUTION 12,000

Distributed every Thursday with over 1,400 locations from Paso Robles to Santa Ynez

MENUS
TOTAL DISTRIBUTION 65,000
(40K PRINT + 25K DIGITAL)
Distributed twice a year

GET OUTSIDE
TOTAL DISTRIBUTION 50,000
(25K PRINT + 25K DIGITAL)
Distributed twice a year

Map locations: CAMBRIA, PASO ROBLES, TEMPLETON, ATASCADERO, CAYUCOS, MORRO BAY, LOS OSOS, SAN LUIS OBISPO, SHELL BEACH, PISMO BEACH, GROVER BEACH, ARROYO GRANDE, NIPOMO, GUADALUPE, SANTA MARIA, ORCUTT, LOS ALAMOS, VANDENBERG AFB, LOMPOC, BUELLTON, SOLVANG, SANTA YNEZ.

New Times
(805) 546-8208

1010 Marsh Street
San Luis Obispo, CA 93401
fax: (805) 546-8641
NewTimesSLO.com

Sun
(805) 347-1968

801 South Broadway
Santa Maria, CA 93454
SantaMariaSun.com

YOU LOOK GOOD

NEW TIMES MEDIA GROUP

We offer award-winning graphic design and production totally free to our clients

CAMERA READY ARTWORK

Camera ready ads are print-ready advertisements, supplied by the client, built to NTMG guidelines that do not require any adjustments.

FORMAT

Camera-ready ads should be built to the specified NTMG ad size and submitted in PDF file format. For best print quality, all advertisements should be at least 300 dpi. We do not accept Publisher files, Quark files, Word files, or Freehand files. All fonts should be embedded, outlined, or converted to paths. All links should be embedded in the PDF file.

AD ELEMENTS

(Logos / Photos / Images / Text)

For best print quality, all logos and supplied images should be at least 300 dpi. Images taken from the web are not acceptable (aside from legality issues, they are generally not high enough resolution to reproduce well).

GETTING ARTWORK TO US

Ad elements and camera-ready ads can be submitted to NTMG digitally via e-mail, Dropbox, flash drive, or CD. Please send your artwork directly to your sales rep.

DEADLINES

Deadline for ad elements is **Friday by 3:30pm** prior to publication.
Camera ready ads are due **Monday by 4pm** prior to publication.

Love the ocean?
Join the club!

MOONDOGGIES BEACH CLUB
Since 1986

Premium surf & skate clothing & equipment

837 Monterey St, SLO 805.541.1995 781 Dolliver St, Pismo Beach 805.773.1995
moondoggiesbeachclub.com @moondoggiesbeachclub

Have Frisbee...
Will Travel!

- Collars & Leashes
- Harnesses
- Travel Bowls & Bags
- Supplements
- Toys
- Human-Grade & Special-Needs Foods
- Barkery
- Items: Cookies, Donuts & Treats
- Tough Toys
- Fresh Petiscosinos & Canine Cuisine

That's FETCH!
Pet Supplies & More
(805) 961-0802
3564 Skyway Dr.
Santa Maria

Facebook icon: That'sFETCH805.com

NOW AT THE HUB!
Visit Our New Krobar Tasting Room
1701 Monterey St SLO

GO FOR THE GOLD

CELEBRATING 10 YEARS 2012-2022

GIN • VODKA • BOURBON • RYE • MALT WHISKEY

SMALL BATCH
KROBAR CRAFT DISTILLERY
MADE IN THE U.S.A.

Distillery Tours • Spirit Flights
Craft Cocktail Bar • Food

NOW AT THE HUB
1701 Monterey Street, San Luis Obispo

See website for hours:
KrobarDistillery.com @KrobarCraftDistillery

NOW WITH TWO SHOWROOMS TO SERVE YOU

COUNTERTOP MARBLE SHOWROOM

805.544.9133 or visit slmarble.com

Bring your dreams to life with San Luis Marble
Contact our expert team for personalized assistance with your countertop or tile project. Family owned and operated, we have proudly serviced the Central Coast and Valley for over 35 years.

Natural Stone
Quartz
Tile Retailer
Fabricator
Counter Installer

San Luis Obispo
5452 Edna Rd. | Showroom & Slab Yard

Santa Maria
914 W. Betteravia Rd. | Showroom & Fabrication

FREE IN-HOME CONSULTATION

2024 AD PLANNER

NEW TIMES MEDIA GROUP

JANUARY

- 4
- 11 ● VOLUNTEERS
MLK, JR. DAY-MON. 1/15
- 18 GET OUTSIDE DEADLINE

FEBRUARY

- 1 GET OUTSIDE PUBLISHED IN FEBRUARY
- 8 ● HEALTH & WELLNESS
VALENTINE'S DAY-WED. 2/14
- 15 PRESIDENTS' DAY-MON. 2/19
- 22
- 29 ● WEDDINGS
BEST OF SLO BALLOT

MARCH

- 7
BEST OF SLO BALLOT
- 14
BEST OF SLO BALLOT
- 21 ★ SPRING ARTS
MENUS DEADLINE
- 28
*THE SUN'S 24TH BDAY 3/31
EASTER-SUN. 3/31*

APRIL

- 4 MENUS PUBLISHED IN APRIL
- 11
- 18 ★ STRAWBERRY FESTIVAL
4/26-4/28
WINNING IMAGES ENTRY
- 25

MAY

- 2 ● BEST OF SLO COUNTY
WINNING IMAGES ENTRY
- 9
MOTHER'S DAY-SUN. 5/12
WINNING IMAGES ENTRY
- 16
- 23 ★ SUMMER GUIDE
MEMORIAL DAY-MON. 5/27
- 30

JUNE

- 6 ● PRIDE
BEST OF NSBC BALLOT
- 13
FATHER'S DAY-SUN. 6/16
BEST OF NSBC BALLOT
- 20 ● WINNING IMAGES
GET OUTSIDE DL
BEST OF NSBC BALLOT
- 27

JULY

- 4 GET OUTSIDE PUBLISHED IN JULY
★ SB COUNTY FAIR *7/10-7/14*
4TH OF JULY-TUES. 7/4
- 11 ★ CA MID-STATE FAIR *7/17-7/28*
NTMA ENTRY
- 18 NTMA ENTRY
- 25 ● 55 FICTION
NTMA ENTRY

AUGUST

- 1 NTMA ENTRY
- 8 ● EDUCATION TODAY
NEW TIMES' 38TH BDAY-8/13
- 15
- 22 ● BEST OF NSBC
PET PHOTO ENTRY
- 29
LABOR DAY-MON. 9/2

SEPTEMBER

- 5
PET PHOTO ENTRY
- 12 ● STUDENT GUIDE
CAL POLY WEEK OF WELCOME
PET PHOTO ENTRY
- 19
- 26 ★ AUTUMN ARTS

OCTOBER

- 3 MENUS DEADLINE AND PUBLISHED IN OCTOBER
- 10
COLUMBUS DAY-MON. 10/4
- 17
- 24 ● PET
- 31
HALLOWEEN-TUES. 10/31

NOVEMBER

- 7
*NTMA SHOWCASE-FRI. 11/8
VETERAN'S DAY-SAT. 11/11*
- 14
- 21 ★ HOLIDAY GUIDE
- 28
THANKSGIVING-THURS. 11/28

DECEMBER

- 5
- 12 ● LAST-MINUTE GIFT GUIDE
- 19
CHRISTMAS-WED. 12/25
- 26 ● YEAR IN REVIEW
NEW YEAR'S DAY-WED. 1/1/25

NEW TIMES & SUN PUBLICATION
NEW TIMES ONLY PUBLICATION
SUN ONLY PUBLICATION
SPECIAL GLOSSY MAGAZINE

★ = PULL OUT ISSUE ● = THEMED ISSUE

Winning Images entries due: Mon, May 13
55 Fiction entries due: Mon, June 17
NTMA entries due: Mon, August 5
Pet photo entries due: Mon, Sept. 16



New Times (805) 546-8208 Sun (805) 347-1968



My805Tix is an online ticket portal dedicated exclusively to Central Coast events. We provide organizations with access to the entire New Times and Sun audiences.

WHAT WE OFFER

- Media support
- Full page print ads in *New Times* and *Sun* weekly publications
- Promotion on NewTimesSLO.com, SantaMariaSun.com, and My805Tix.com
- Promotions via Ticket Wire e-newsletter and social media posts reaching thousands of people who love the Central Coast
- Box office to answer calls, process phone orders, and hand out tickets
- Customer data, reports, and tracking
- A highly-competitive credit card processing rate that you can pass along to the ticket buyer if you choose
- Online ticket sales from a trusted resource
- 30% off all NTMG print and digital products

KEY FEATURES & BENEFITS

ONE-PAGE CHECKOUT - reduce cart abandonment

TIME-ENTRY UPDATES - space out check-in by venue, date, and time.

SERIES EVENTS - manage ticket inventory and packages across a series of events or reoccurring events

SPONSORSHIP INVENTORY - more branding opportunities than any other platform (brand tickets, logos, and links on checkout page, lead gen, etc.)

UPSELL AT CHECKOUT - create a pop-up during checkout when a ticket is added to the cart

CONTACT PAUL IRVING AT PAUL@BIGGIGSLO.COM



VIRTUAL EVENTS - embed a live stream or pre-recorded video to a new landing page that is gated by ticket type or activity

MERCHANDISE - include a merchandise section at checkout to add new revenue pre-event

TAP TO REDEEM - fans can now tap their tickets or activities to redeem for a completely contactless check-in

DEDICATED CLIENT SERVICES TEAM - training, building events, on-site support, strategic consulting

MULTI-LANGUAGE - build event details in two languages for fans to toggle between based on preference, like English and Spanish

DIGITAL ADVERTISING

WEB ADS

NewTimesSLO.com and **SantaMariaSun.com** offer a unique online branding opportunity. Our digital advertising packages provide your business daily exposure throughout both websites.

Leaderboard (728px x 90px)

Rectangle (300px x 250px)

NewTimesSLO.com or SantaMariaSun.com

Leaderboard (728 x 90) Rectangle (300 x 250)

\$12 per 1,000 (10,000 minimum)

NEWSLETTERS

Our weekly emailed newsletters feature premium leaderboard spots. Give your business optimum exposure in the limited premium space!

E-Newsletter (640px x 90px)

COVER STORY

SIGN UP TO WIN FREE TICKETS!

New Times NEWS WIRE (Thursday)

(approx 16,000 subscribers - size: 640x90)

1x=\$280 4x=\$252 8x=\$238 13x=\$210

New Times EVENT WIRE (Friday)

(approx 16,000 subscribers - size: 640x90)

1x=\$280 4x=\$252 8x=\$238 13x=\$210

Sun NEWS WIRE (Thursday)

(approx 12,000 subscribers - size: 640x90)

1x=\$280 4x=\$252 8x=\$238 13x=\$210

Sun EVENT WIRE (Friday)

(approx 12,000 subscribers - size: 640x90)

1x=\$280 4x=\$252 8x=\$238 13x=\$210

NEWSLETTER TAKEOVER

2 spots on ALL 4 Newsletters

1x=\$950 4x=\$855 8x=\$808 13x=\$713

MY805TIX TICKET WIRE NEWSLETTER

MY 805 TIX TICKET WIRE

VISIT MY805TIX.COM

FESTIVALS | CONCERTS | ART | THEATER | FOOD + DRINK

UPCOMING EVENTS

FEATURED EVENTS

Ticket Wire Image (500px x 380px)

Orchestra Nova presents:
Silent Movie: "Show People"
with Live Orchestra
Harold J. Miossi CPAC at Cuesta College
Sunday, October 30 • 4pm
[BUY TICKETS NOW](#)

Basin Street Regulars presents:
Barrelhouse Wailers and The Decomposing Brass Quintet
Pismo Beach Veterans Hall
Sunday, October 30 • 1-4pm
[BUY TICKETS NOW](#)

My805Tix TICKET WIRE

(Wednesday)

(approx 56,000 subscribers - size: 500x380)

1x=\$455 4x=\$410 8x=\$387 13x=\$341

My805Tix TICKET WIRE BUNDLE

Print and Digital **New Times**

1x=\$625 4x=\$563 8x=\$531 13x=\$469

Print and Digital **SUN**

1x=\$600 4x=\$540 8x=\$510 13x=\$450

RATE CARD

Print & Digital BUNDLES*



SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,597	\$1,287	\$1,195	\$1,117	\$200
3/4	\$1,203	\$972	\$903	\$846	\$200
JR	\$932	\$756	\$703	\$659	\$200
1/2	\$848	\$688	\$641	\$601	\$150
3/8	\$677	\$551	\$514	\$483	\$150
5/16	\$603	\$493	\$459	\$432	\$150
1/4	\$496	\$407	\$380	\$358	\$75
3/16	\$394	\$326	\$305	\$288	\$75
1/8	\$283	\$236	\$222	\$211	\$50
1/16	\$184	\$158	\$149	\$143	\$25

Print ONLY*

SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,547	\$1,237	\$1,145	\$1,067	\$200
3/4	\$1,153	\$922	\$853	\$796	\$200
JR	\$882	\$706	\$653	\$609	\$200
1/2	\$798	\$638	\$591	\$551	\$150
3/8	\$627	\$501	\$464	\$433	\$150
5/16	\$553	\$443	\$409	\$382	\$150
1/4	\$446	\$357	\$330	\$308	\$75
3/16	\$344	\$276	\$255	\$238	\$75
1/8	\$233	\$186	\$172	\$161	\$50
1/16	\$134	\$108	\$99	\$93	\$25

*Insertions must be weekly to qualify for frequency discounts. Rates are per insertion.

Print & Digital BUNDLES*



SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,083	\$877	\$815	\$763	\$200
3/4	\$825	\$670	\$623	\$585	\$200
JR	\$635	\$518	\$483	\$454	\$200
1/2	\$590	\$482	\$449	\$422	\$150
3/8	\$472	\$388	\$362	\$341	\$150
5/16	\$407	\$336	\$314	\$296	\$150
1/4	\$339	\$281	\$264	\$249	\$75
3/16	\$290	\$242	\$228	\$216	\$75
1/8	\$216	\$183	\$173	\$164	\$50
1/16	\$141	\$123	\$118	\$113	\$25

Print ONLY*

SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,033	\$827	\$765	\$713	\$200
3/4	\$775	\$620	\$573	\$535	\$200
JR	\$585	\$468	\$433	\$404	\$200
1/2	\$540	\$432	\$399	\$372	\$150
3/8	\$422	\$338	\$312	\$291	\$150
5/16	\$357	\$286	\$264	\$246	\$150
1/4	\$289	\$231	\$214	\$199	\$75
3/16	\$240	\$192	\$178	\$166	\$75
1/8	\$166	\$133	\$123	\$114	\$50
1/16	\$91	\$73	\$68	\$63	\$25

*Bundles include 5,000 impressions per week with both leaderboard and medium rectangle web ads.

PRINT AD SIZES

Full Page
10.125" w x 12.75" h

3/4 Page
(V) 7.5" w x 12.75" h
(S) 10.125" w x 9.5" h

Junior Page
7.5" w x 9.5" h

1/2 Page
(H) 10.125" w x 6.25" h
(V) 5" w x 12.75" h

3/8 Page
(V) 5" w x 9.5" h

3/8 Page
(H) 10.125" w x 4.625" h
(S) 7.5" w x 6.25" h

5/16 Page
(H) 7.5" w x 4.625" h
(V) 5" w x 8" h

1/4 Page
(H) 10.125" w x 3" h
(V) 2.375" w x 12.75" h
(S) 5" w x 6.25" h

3/16 Page
(H) 7.5" w x 3" h
(V) 2.375" w x 9.5" h
(S) 5" w x 4.625" h

1/8 Pg. (H) 5" w x 3" h
(V) 2.375" w x 6.25" h

1/16 Page
(S) 2.375" w x 3" h

ADDITIONAL PRINT INFO

PLACEMENT

When available, specific page position is guaranteed with a 15% placement charge. Minimum ad size: 3/16. Back page: 20% additional charge.

FRONT COVER STICKY NOTES

\$70 per 1,000 includes printing. Rates are net. Minimum 12,000 per publication. Deadline is three weeks prior to publication date

INSERTS

Insert rates \$50 per 1,000 for 12,000; \$45 for up to 37,000. Minimum inserts: 10,000. Call for multiple-page insert pricing.